



## Mr Simon Carpenter

### Chief Technology Advisor, SAP Africa

Simon Carpenter has 35 years of wide-ranging experience in the IT sector. The last 24 years have been with market-leader SAP's African business where he has held several leadership positions. In the course of his career with SAP Simon is proud to have worked with many of Africa's best organisations helping them to understand how SAP solutions can contribute to their growth and ongoing success. He is a passionate advocate for leveraging information to create a better Africa for all and conscious of the fact that Africa poses some unique challenges that require a nuanced approach to technology adoption.

For over 2 decades Simon has contributed to SAP's positive impact on Africa's economies and the company's growth across Africa to over 1,800 customers by, inter alia:

- Leading SAP Africa's Presales and Industry specialist teams and their essential role in showcasing to customers how SAP solutions create value.
- Leading SAP Africa's Marketing team (including at that time Customer Care, Partner Management and the Africa SAP User Group).
- Launching new SAP solutions into the African Market (SAP BW, SAP CRM, SAP APO, SAP SCM, NetWeaver and SAP Financial Services Network).
- Founding and incubating services and concepts such as Customer Engagement Lifecycle, Value Engineering, Business Transformation Services and the SAP Reseller Channel.
- Leading the Business Analytics Sales team where revenues grew by >25 % over 2 years.
- Leading the SAP Premier Customer Network where revenues grew by 298% over 2 years.

Simon is currently Chief Technology Advisor SAP Africa, responsible for:

- Leading SAP Africa's Digital Transformation initiatives with a focus on Business Innovation and Thought leadership; providing direction to SAP's customers and partners on emerging business and technology issues such as OT/IT Convergence, Big Data, Business Network Transformation, Mobility, Cloud Computing, Business Process Management and how these are encompassed in SAP's Digital Enterprise Framework.
- Africa-wide evangelism of SAP's strategy for helping the World to Run Simpler by Digitally Transforming.

Prior to SAP, Simon worked predominantly in the area of operations and logistics solutions ranging from on-board computing in transport to large-scale enterprise systems. He has broad experience having worked in sales, marketing, support management, project management, and consulting and systems development. He thus has good insight into the soft issues (such as change management) that must be addressed for any technological initiative to be successful. Simon speaks at a numerous local and international conferences and Universities / Business Schools on a wide range of topics and is a previous award winner at the SAPICS conference.